

FIG. 1

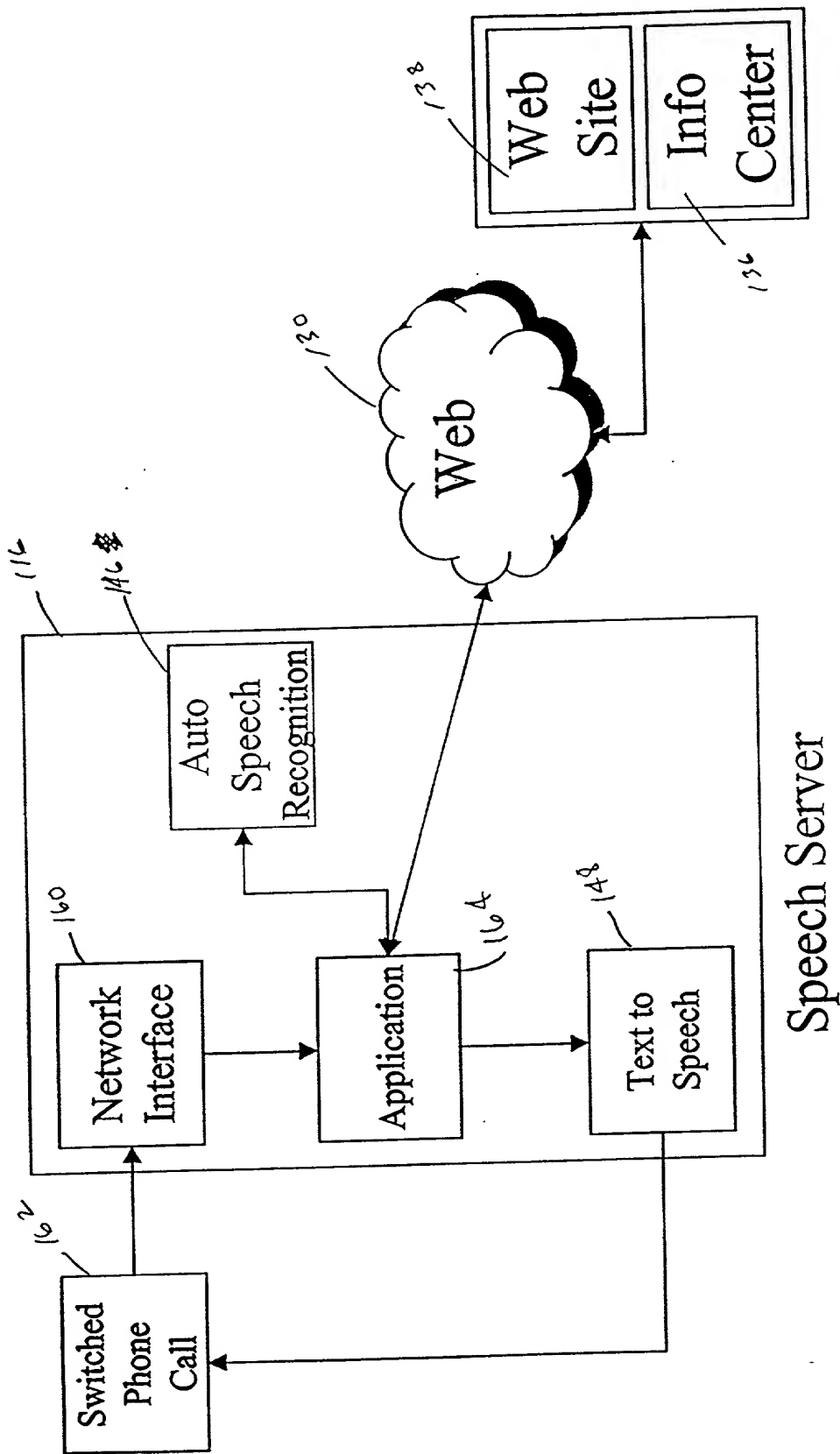


FIG. 2

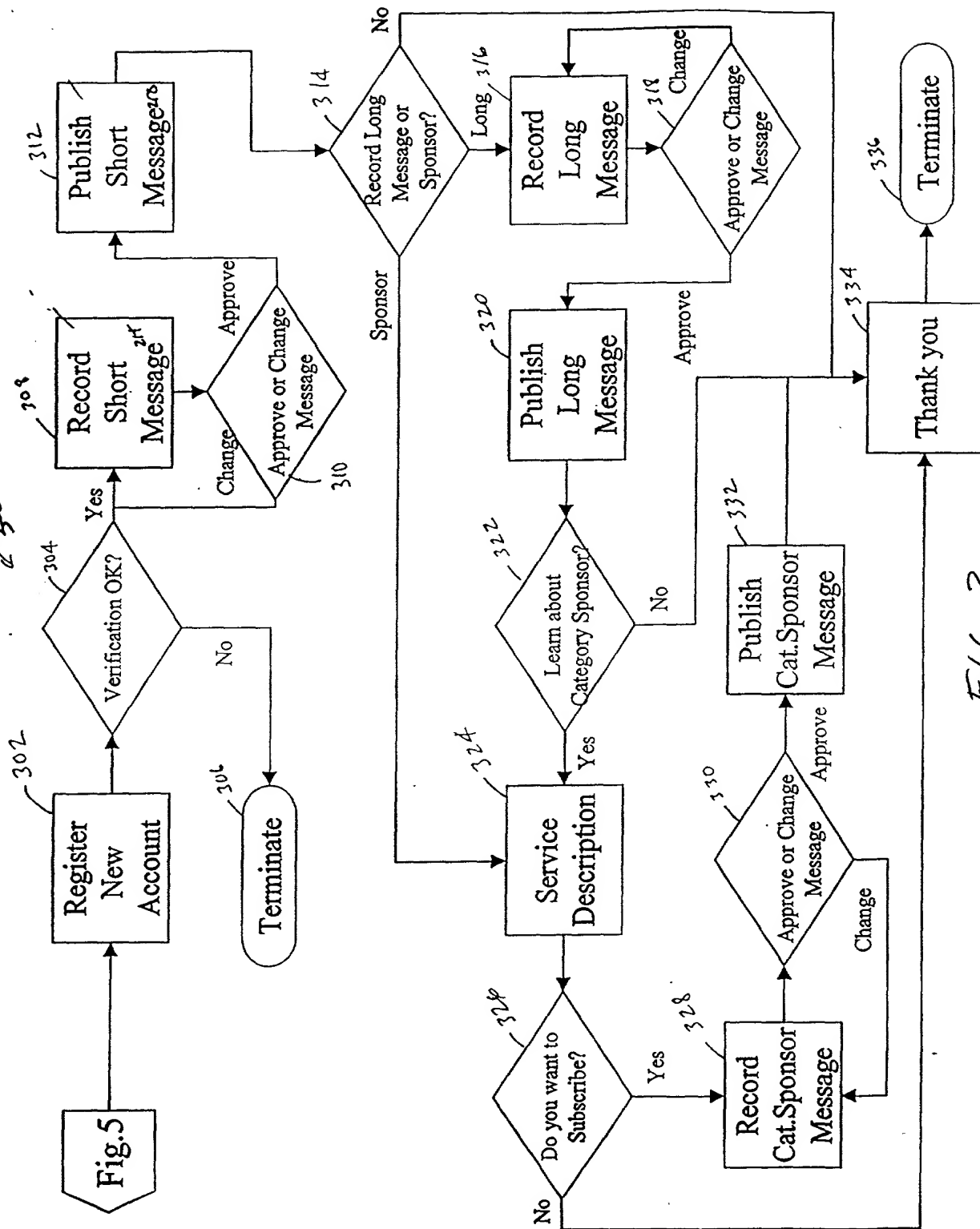


FIG. 3

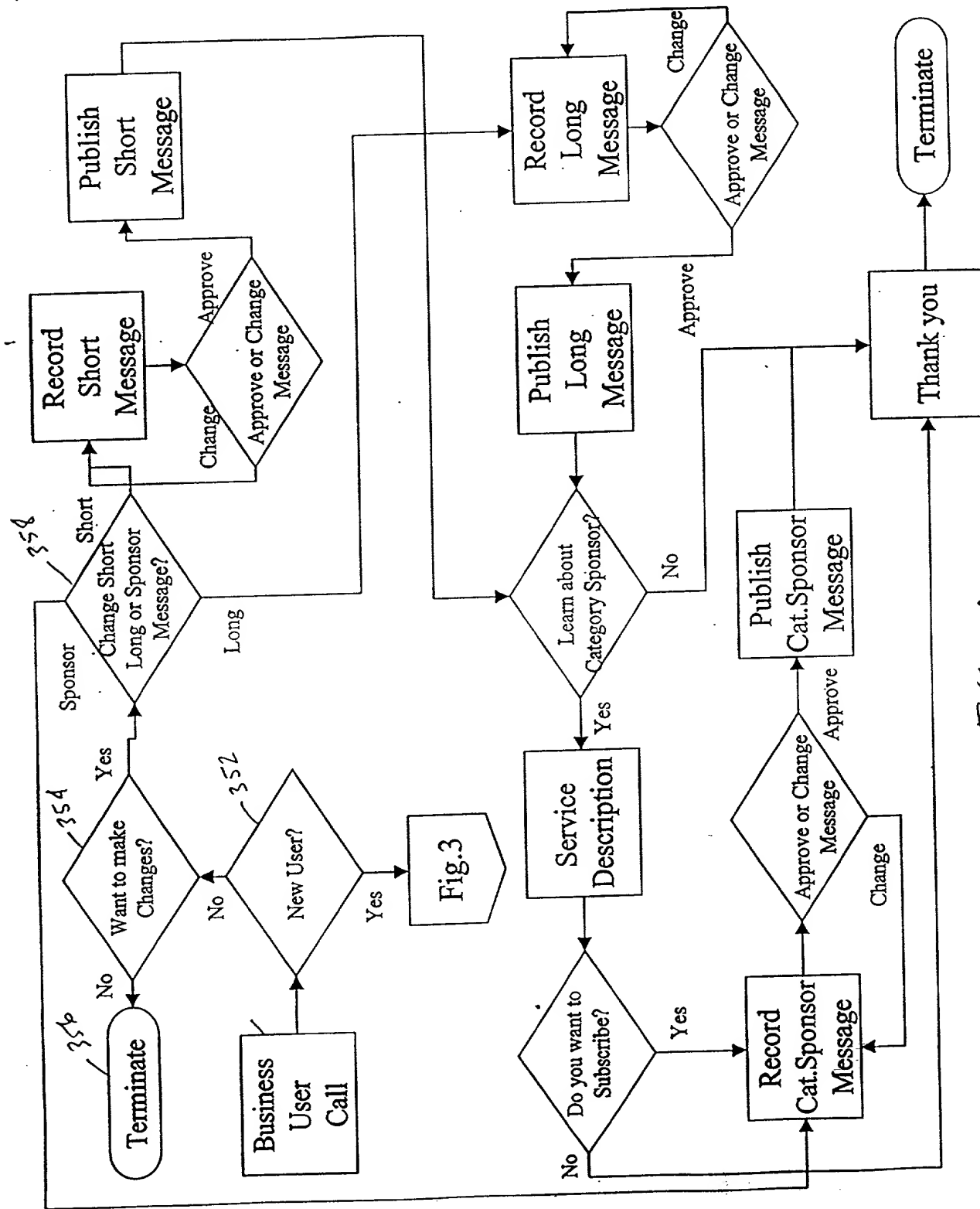


FIG. 4

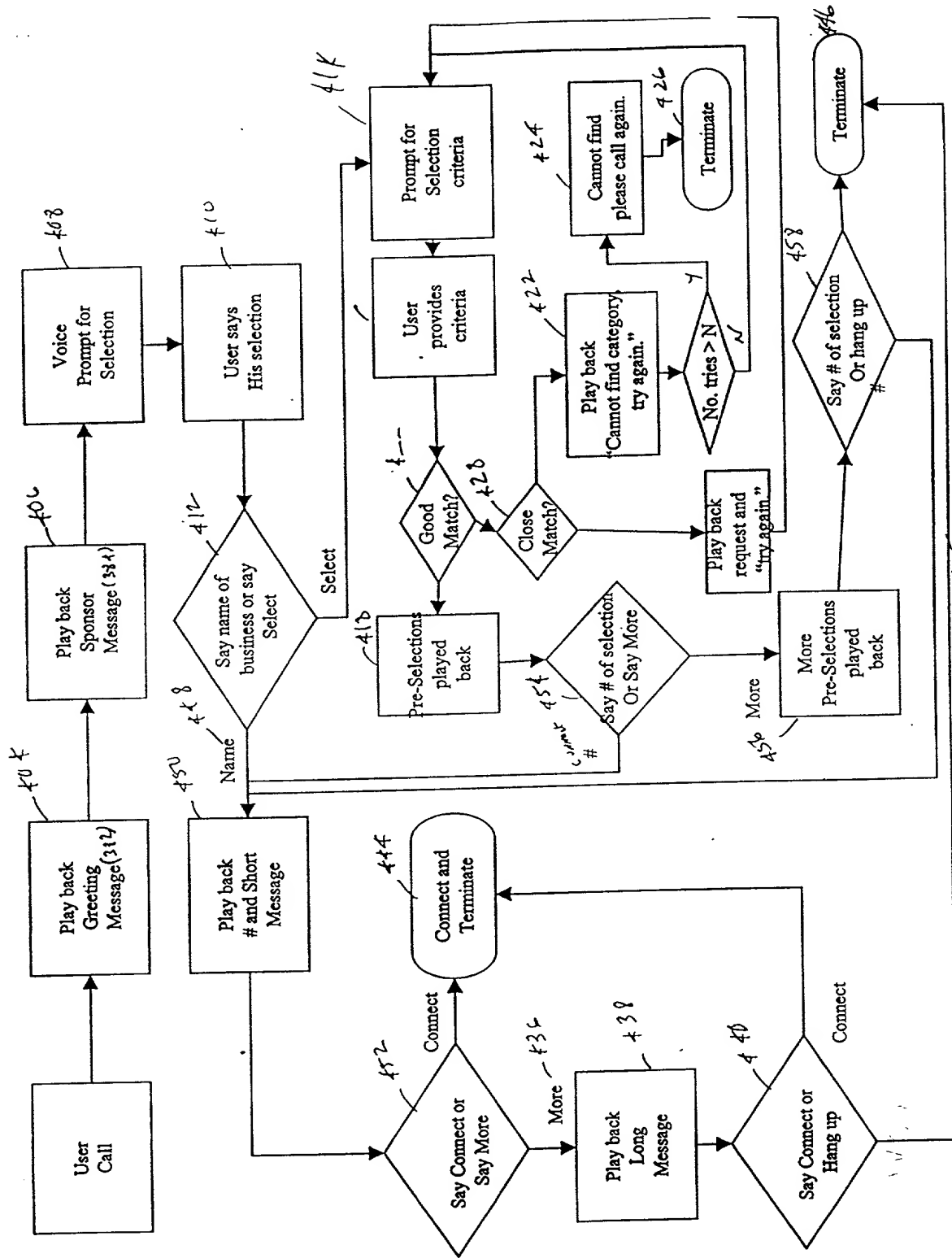


FIG. 5

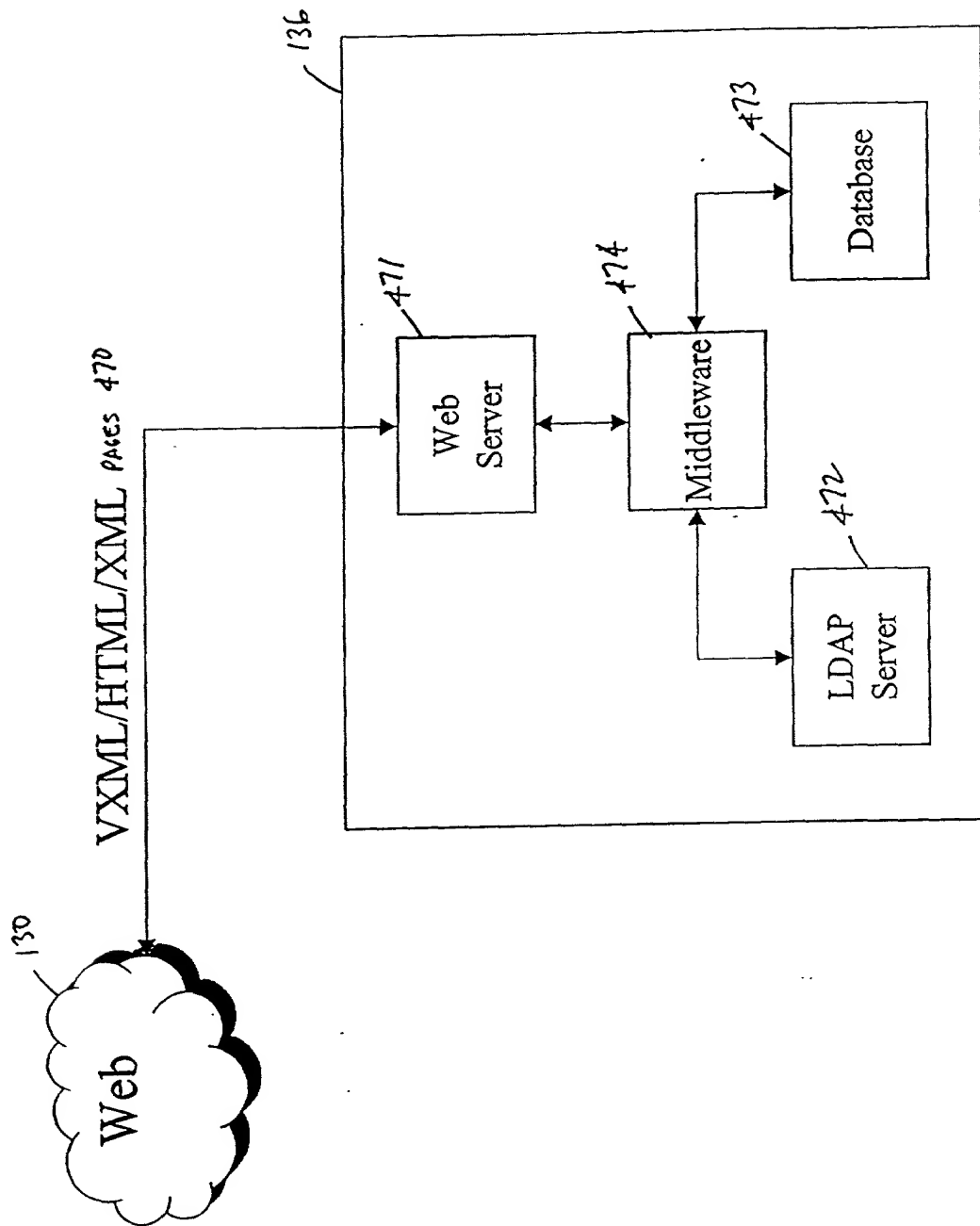


FIG. 6

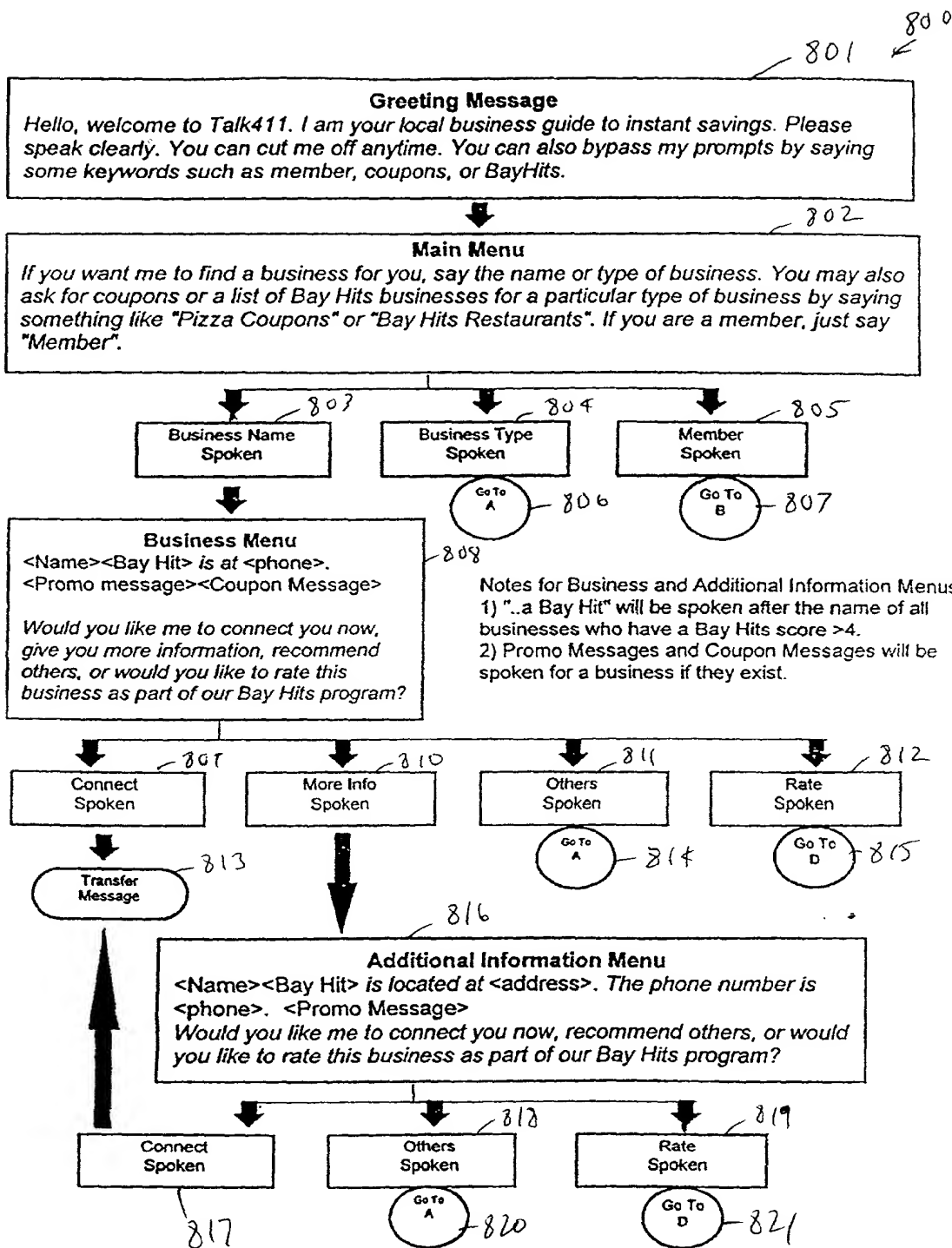
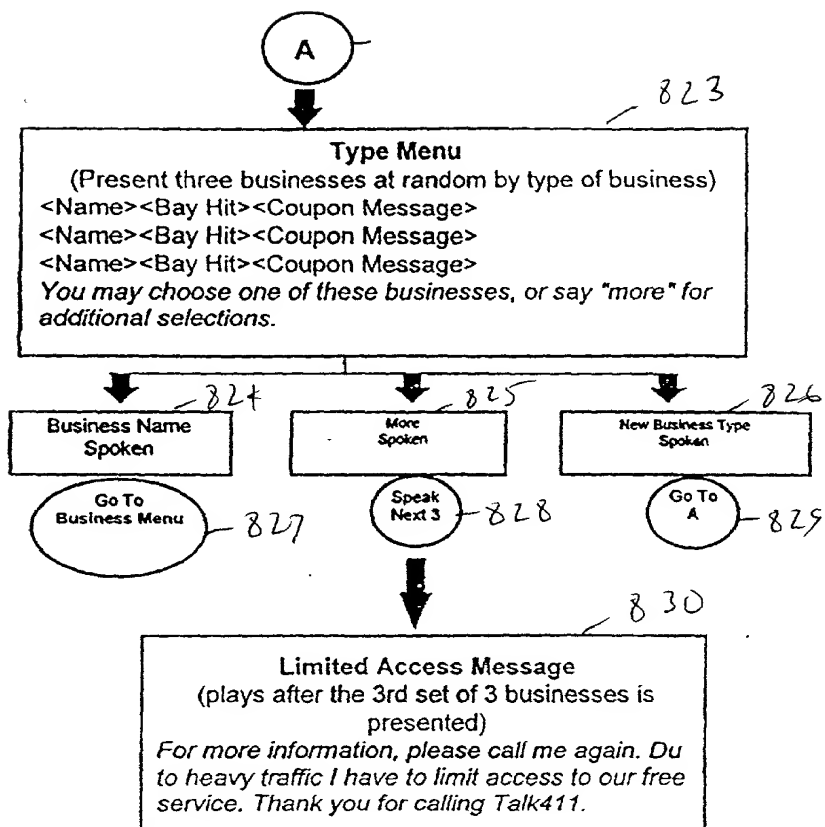


FIG. 7A



Notes:

- 1) If the caller has selected the modifier "Bay Hits", only businesses with the Bay Hits designation (Bay Hits rating >4) will be presented.
- 2) If the caller has selected the modifier "Coupons", only businesses with Audio Coupons will be presented.
- 3) <Bay Hit>, <Coupon Message> and <Promo Message> are only played if they exist. The demonstration will include a <Promo Message> for each business, but only some businesses will have a <Coupon Message> or be rated highly enough to be a <Bay Hit>.
- 4) A maximum of 9 businesses will be spoken, including the original 3.

FIG. 7B



```

graph TD
    B((B)) --> 831[Members Name Entry  
Please tell me your business name. If you are not a member and would like to become one, please visit our web site Talk411.com]
    831 --> 832[Members Password Entry  
Please tell me your password.]
    832 --> 833[Members Menu  
Would you like to record your Promotional Message, purchase Audio Coupons, check your Bay Hits score, or become a Category Sponsor?]
    833 --> 834[Record Message Spoken]
    833 --> 835[Category Sponsor Spoken]
    833 --> 836[Purchase Coupons Spoken]
    833 --> 837[Check Score Spoken]
    834 --> 838([Perform Standard Message Recording function])
    835 --> 839[The monthly fees for Category sponsorship are as follows:  
Silver: $2500  
Gold: $5,000  
Platinum: $10,000  
Please select one.  
(Accept entry)]
    836 --> 840((Go To C))
    837 --> 841[Your total number of ratings is <number>.  
Your total number of points is <points> for a Bay Hits rating of <average>.]
    839 --> 842((Go To Credit Card Selection))
  
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FIG. 7C

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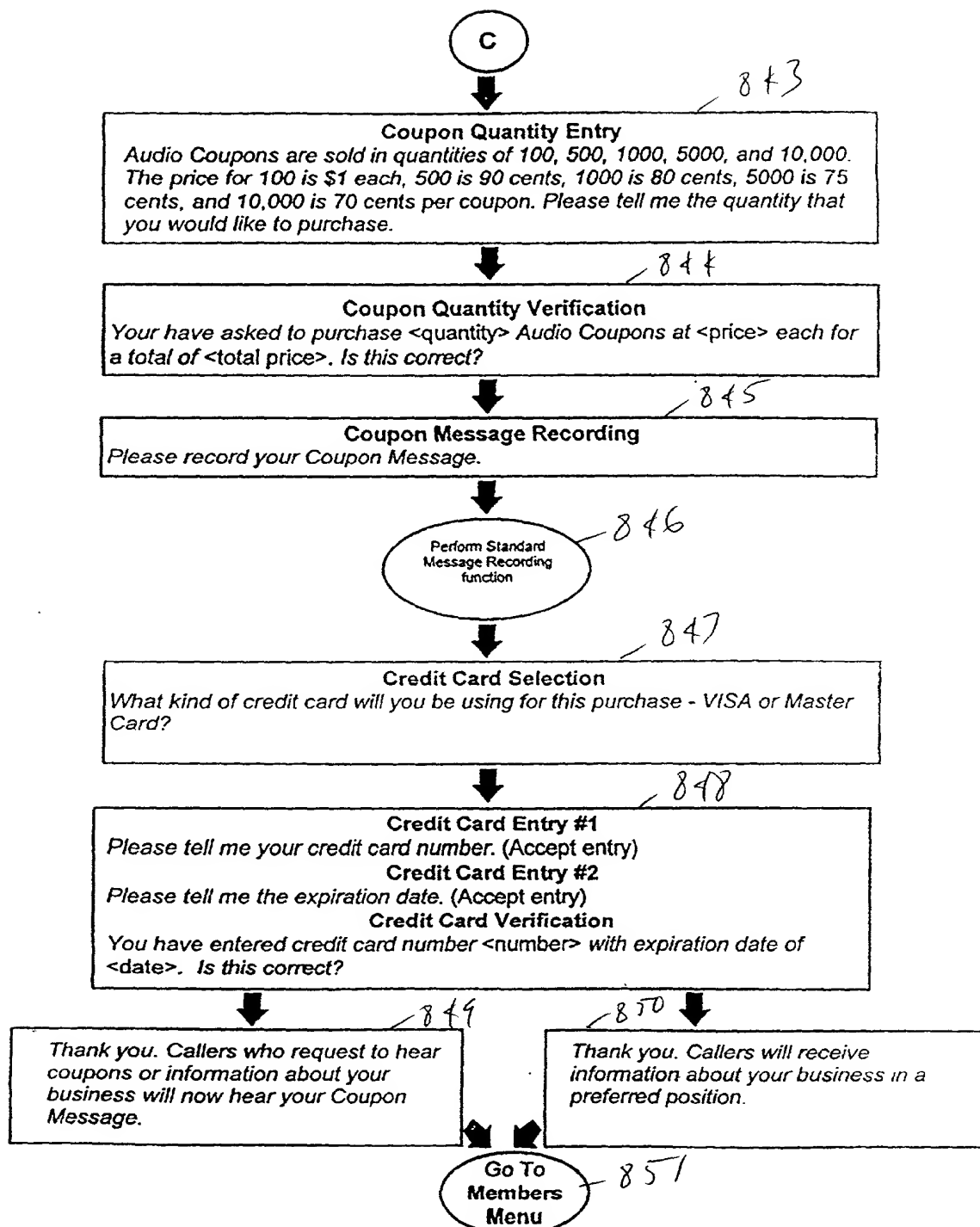


FIG. 7D



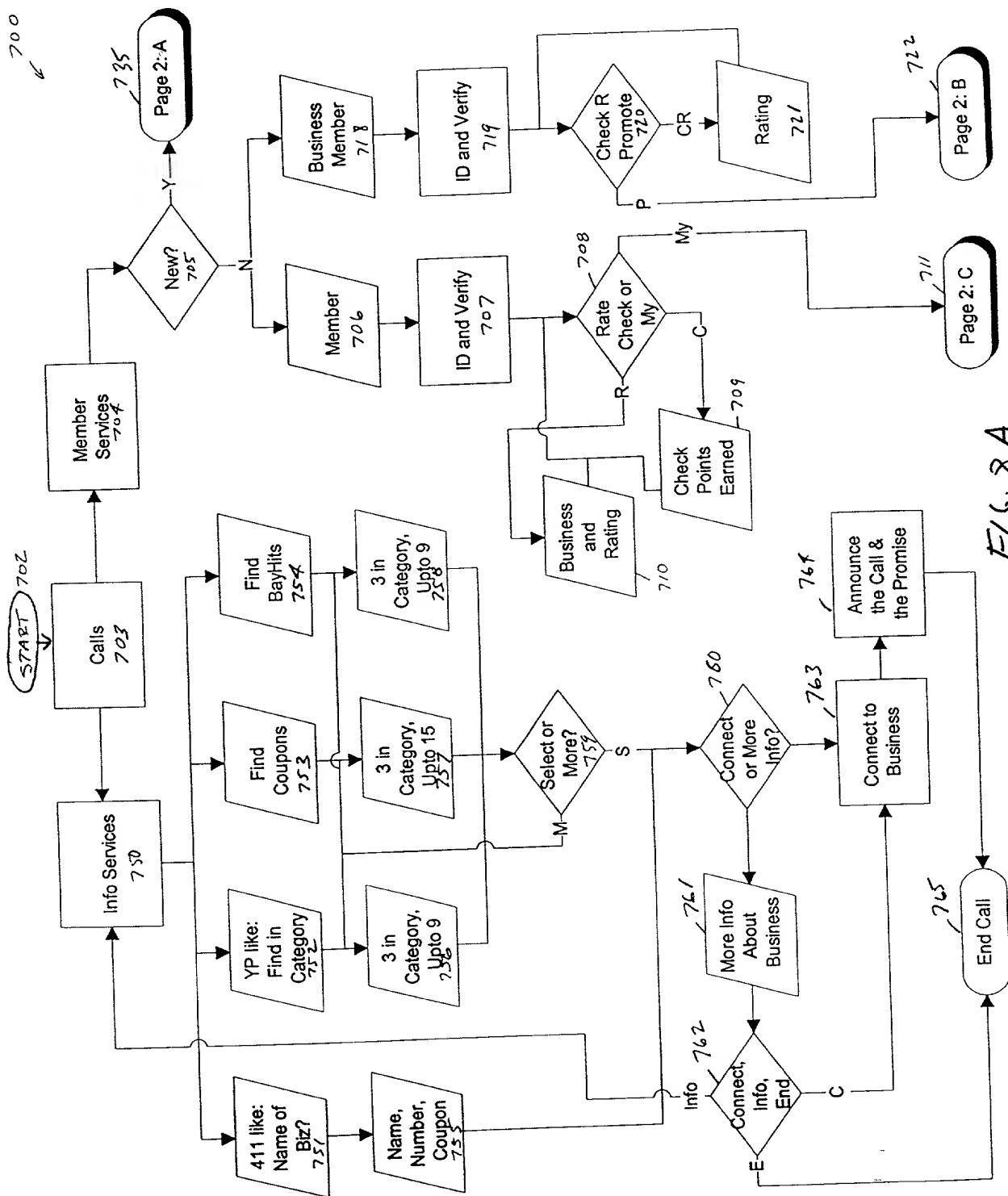


FIG. 8A

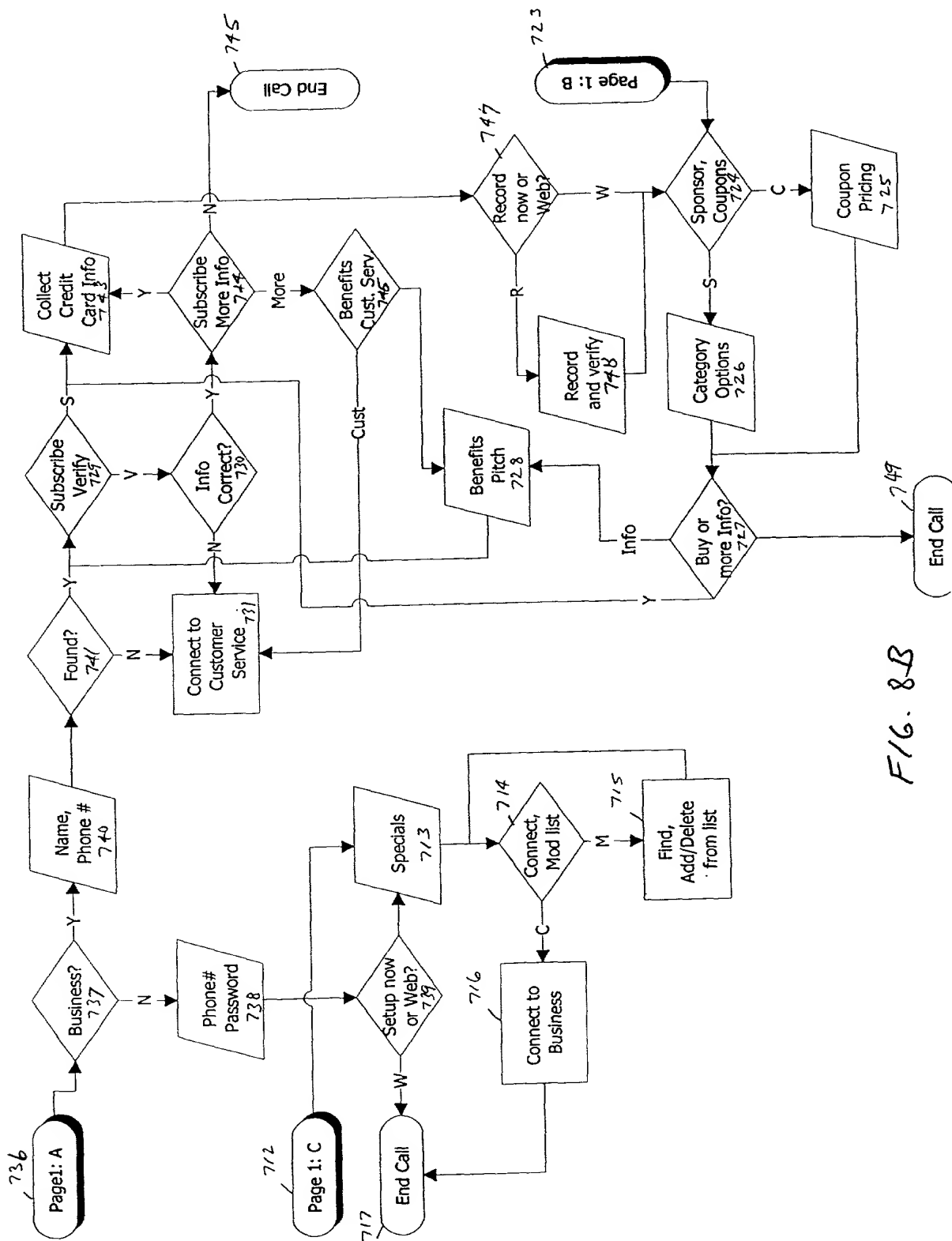


FIG. 8B

## Talk 411 Directory

## Find A Business

### Search By Type

## BayHits!

## Coupons

## Members

### Businesses with Coupons

**Attorneys-Bluer & Zlotoff**

## Auto Parts-New Dimensions

**Auto Repair & service-California Auto Center**

**Chinese Restaurant-China Stix**

Hamburger Restaurant-In & Out Burger

## Find A Business

Figure 1 consists of 12 sub-graphs labeled (a) through (l), each showing the growth of *E. coli* O157:H7 in ground beef under different treatment conditions. The y-axis for all graphs is  $\log_{10}$  CFU/g, ranging from 0 to 10. The x-axis is time in hours, ranging from 0 to 24. The graphs show various growth curves, with some treatments showing significant inhibition of growth compared to the control.

F16.9

## Talk 411 Directory

## Find A Business

### Search By Type

## BayHits!

## Coupons

## Members

## California Auto Center

**Phone: (408) 998-5955**

**521 W. San Carlos, Near Bird Street  
San Jose**

**Specialty: Free towing with repairs**

**Buy one, get one free if you mention Talk411!**

Other Auto Repair & service

## A Bayhit!

## Rate Me

[illegible]

F16. 10

# Talk 411 Directory

[Find A Business](#)[Search By Type](#)[BayHits!](#)[Coupons](#)[Members](#)

## Welcome, La Milpa Mexican Restaurant

Please Select an Option

☒ Purchase Coupons

,000 Quantity @ \$0.50 each

☐ Edit Coupon Message

☐ Check BayHits! Score

FIG. 11

FIG. 11



# Talk 411 Directory

[Find A Business](#)[Search By Type](#)[BayHits!](#)[Coupons](#)[Members](#)

## Member Login

Enter your Member ID Number:

Enter your Password:

Click Submit to Continue



FIG. 12

1098033430

FIG. 13

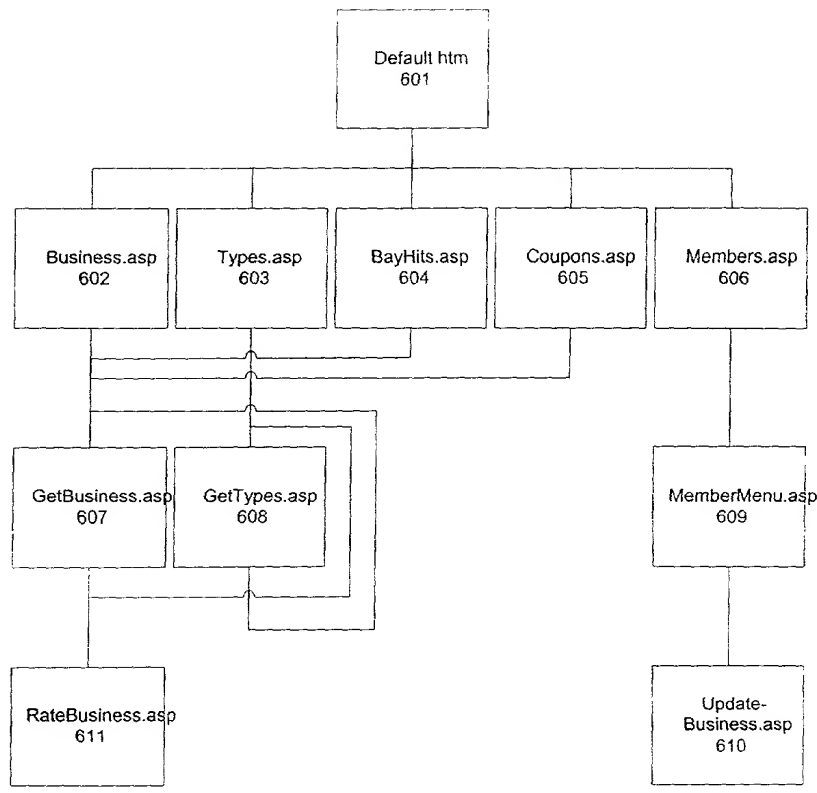


FIG. 13